

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm
Advertiser () HIRSCHBIEL FOR CONG 1010 WISCONSIN AVE,S Sales Office () PHILADELPHIA
Product PAUL HIRSCHBIEL SU.800, WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1215 Agency C/P1/P2/E 106/113/1215 Salesperson Phone# 215-567-6005
Buyer Maura Gilroy Flight Dates 09/04/2012 - 09/10/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 10,285
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|---------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 5A-6A | WAVY NEWS-5A< | :30 | \$100.00 | 09/04-09/07 | 2 | 1 | 2 | \$200.00 | |
| | 2 | TU-F | 6A-7A | WAVY NEWS-6A< | :30 | \$250.00 | 09/04-09/07 | 3 | 1 | 3 | \$750.00 | |
| | 3 | TU-F | 7A-9A | TODAY SHW< | :30 | \$250.00 | 09/04-09/07 | 3 | 1 | 3 | \$750.00 | |
| | 4 | SA | 6A-7A | WAVY NWS SAT6A | :30 | \$60.00 | 09/08-09/08 | 1 | 1 | 1 | \$60.00 | |
| | 5 | SU | 8A-9A | SUN TODAY-NBC | :30 | \$175.00 | 09/09-09/09 | 1 | 1 | 1 | \$175.00 | |
| | 6 | TU-F | 12P-1P | WAVY NEWS10-NN< | :30 | \$50.00 | 09/04-09/07 | 1 | 1 | 1 | \$50.00 | |
| | 7 | TU-F | 2P-3P | DOCTORS< | :30 | \$50.00 | 09/04-09/07 | 1 | 1 | 1 | \$50.00 | |
| | 8 | SU | 9A-10A | MEET PRESS-SUN | :30 | \$100.00 | 09/09-09/09 | 1 | 1 | 1 | \$100.00 | |
| | 9 | TU-F | 4P-5P | ANDERSON< | :30 | \$100.00 | 09/04-09/07 | 1 | 1 | 1 | \$100.00 | |
| | 10 | TU-F | 5P-530P | WAVY NEWS10-5< | :30 | \$250.00 | 09/04-09/07 | 2 | 1 | 2 | \$500.00 | |
| | 11 | TU-F | 530P-6P | WAVY10NWS-5.30< | :30 | \$250.00 | 09/04-09/07 | 1 | 1 | 1 | \$250.00 | |

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Advertiser () HIRSCHBIEL FOR CONG
Product PAUL HIRSCHBIEL
Estimate# 1215
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
1010 WISCONSIN AVE,S
SU.800, WASHINGTON, DC 20007
Agency C/P1/P2/E 106/113/1215
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-------------|---------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 12 | TU-F | 6P-630P | WAVY NEWS10-6< | :30 | \$350.00 | 09/04-09/07 | 2 | 1 | 2 | \$700.00 | |
| | 13 | TU-F | 630P-7P | NBC NITELY NWS | :30 | \$500.00 | 09/04-09/07 | 1 | 1 | 1 | \$500.00 | |
| | 14 | TU-F | 7P-730P | ENT TONIGHT 30< | :30 | \$200.00 | 09/04-09/07 | 1 | 1 | 1 | \$200.00 | |
| | 15 | TU-F | 730P-8P | INSIDER< | :30 | \$200.00 | 09/04-09/07 | 1 | 1 | 1 | \$200.00 | |
| | 16 | M | 10P-11P | ROCK CENTER | :30 | \$400.00 | 09/10-09/10 | 1 | 1 | 1 | \$400.00 | |
| | 17 | TU | 8P-10P | BIGST LR13-NBC | :30 | \$500.00 | 09/04-09/04 | 1 | 1 | 1 | \$500.00 | |
| | 18 | F | 9P-10P | GRIMM | :30 | \$300.00 | 09/07-09/07 | 1 | 1 | 1 | \$300.00 | |
| | 19 | SA | 8P-11P | NBC ENCORES | :30 | \$100.00 | 09/08-09/08 | 1 | 1 | 1 | \$100.00 | |
| | 20 | TU-F | 11P-1135P | WAVY NEWS10-11< | :30 | \$350.00 | 09/04-09/07 | 2 | 1 | 2 | \$700.00 | |
| | 21 | TU-F | 1135P-1235A | TONITE SHW-NBC< | :30 | \$100.00 | 09/04-09/07 | 1 | 1 | 1 | \$100.00 | |
| | 22 | W | 730P-830P | NFL SEASON KICK OFF | :30 | \$600.00 | 09/05-09/05 | 1 | 1 | 1 | \$600.00 | |
| | 23 | M | 5A-6A | WAVY NEWS-5A< | :30 | \$100.00 | 09/10-09/10 | 1 | 1 | 1 | \$100.00 | |
| | 24 | M | 6A-7A | WAVY NEWS-6A< | :30 | \$250.00 | 09/10-09/10 | 1 | 1 | 1 | \$250.00 | |
| | 25 | M | 7A-9A | TODAY SHW< | :30 | \$250.00 | 09/10-09/10 | 1 | 1 | 1 | \$250.00 | |
| | 26 | M | 12P-1P | WAVY NEWS10-NN< | :30 | \$50.00 | 09/10-09/10 | 1 | 1 | 1 | \$50.00 | |
| | 27 | M | 2P-3P | DOCTORS< | :30 | \$50.00 | 09/10-09/10 | 1 | 1 | 1 | \$50.00 | |

EC'd No Last Received: 05/31/2012 10:07 AM

Showing Buylines: All Lines

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 28 | M | 4P-5P | ANDERSON< | :30 | \$100.00 | 09/10-09/10 | 1 | 1 | 1 | \$100.00 | |
| | 29 | M | 5P-530P | WAVY NEWS10-5< | :30 | \$250.00 | 09/10-09/10 | 1 | 1 | 1 | \$250.00 | |
| | 30 | M | 530P-6P | WAVY10NWS-5,30< | :30 | \$250.00 | 09/10-09/10 | 1 | 1 | 1 | \$250.00 | |
| | 31 | M | 6P-630P | WAVY NEWS10-6< | :30 | \$350.00 | 09/10-09/10 | 1 | 1 | 1 | \$350.00 | |
| | 32 | M | 630P-7P | NBC NITELY NWS | :30 | \$500.00 | 09/10-09/10 | 1 | 1 | 1 | \$500.00 | |
| | 33 | M | 7P-730P | ENT TONIGHT 30< | :30 | \$200.00 | 09/10-09/10 | 1 | 1 | 1 | \$200.00 | |
| | 34 | M | 730P-8P | INSIDER< | :30 | \$200.00 | 09/10-09/10 | 1 | 1 | 1 | \$200.00 | |
| | 35 | M | 11P-1135P | WAVY NEWS10-11< | :30 | \$350.00 | 09/10-09/10 | 1 | 1 | 1 | \$350.00 | |
| | 36 | M | 1135P-1235A | TONITE SHW-NBC< | :30 | \$100.00 | 09/10-09/10 | 1 | 1 | 1 | \$100.00 | |

---REPORT TOTALS---

Report Totals: 44 / \$10,285.00

---SALES MONTHLY TOTALS---

Sep 12: 44 / \$10,285.00
Sales Totals: 44 / \$10,285.00
Station Totals: 44 / \$10,285.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|----------|----------|---------|----------|
| Market Totals | \$41,140 | CATV 0% | WAVY 25% | WGNT 2% | WPXV 0% | WTKR 31% |
| | | WTVZ 2% | WVBT 12% | WVEC 28% | | |

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---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE